

REINHOLD COHN & PAR

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BOX PATENT

Attorney Docket No.: 25408

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

6-30-03

In re Application of:

Sivan TAFLA

Serial No. 09/825,439

Group Art Unit:

Filed: April 2, 2001

Examiner:

For: METHOD AND SYSTEM FOR PRESENTING AN ANIMATED  
ADVERTISEMENT ON A WEB PAGE

REVOCATION AND POWER OF ATTORNEY

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Commissioner for Patents  
Washington, DC 20231

GROUP 3600

Sir:

The Assignee hereby revokes any previous Power of Attorney and appoints Gary M. Nath, Reg. No. 26,965; Harold L. Novick, Reg. No. 26,011; Todd L. Juneau, Reg. No. 40,669; Lee C. Heiman, Reg. No. 41,827; Jerald L. Meyer, Reg. No. 41,194; Joshua B. Goldberg, Reg. No. 44,126; Marvin C. Berkowitz, Reg. No. 47,421; Sheldon McGee, Reg. No. 50,454; and Tanya E. Harkins, Reg. No. 52,993; as my attorneys to prosecute this application and transact all business in the U.S. Patent and Trademark Office connected therewith.

Send Correspondence to: Gary M. Nath

Customer No. 20529

NATH & ASSOCIATES PLLC  
1030 15th Street, N.W.  
6th Floor  
Washington, D.C. 20005



020529

PATENT TRADEMARK OFFICE

Direct Telephone Calls to: Gary M. Nath at 202-775-8383

By: Ad4ever Inc.

AD4EVER INC. Sivan Tafla

Name:  
Title:

15/4/03  
Date

REINHOLD COHN &amp; PAR

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STATEMENT UNDER 37 CFR 3.73(b)

Docket No. 25408

Applicant/Patent Owner: Ad4ever Inc.

Application No. 09/825,439 Filed: April 2, 2001

Entitled: METHOD AND SYSTEM FOR PRESENTING AN ANIMATED ADVERTISEMENT ON A WEB PAGE

Ad4ever Inc.

(Name of Assignee)

, a corporation (Israel Company)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of an undivided part interest

in the patent application identified above by virtue of either:

- A. ☒ An assignment from the inventor(s) of the patent application identified above. The assignment was recorded in the Patent and Trademark Office at Reel 012003 Frame 0368 or for which a copy thereof is attached;

OR

- B. ☐ A chain of title from the inventor(s), of the patent application identified above, to the current assignee as shown below:

1. From: \_\_\_\_\_ To: \_\_\_\_\_

The document was recorded in the Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or a copy thereof is attached.

2. From: \_\_\_\_\_ To: \_\_\_\_\_

The document was recorded in the Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or a copy thereof is attached.

[ ] Additional documents in the chain of title are listed on a supplemental sheet; or

- C. ☐ Copies of assignments or other documents in the chain of title are attached.

The undersigned (whose title is supplied below) is empowered to sign this statement on behalf of the assignee.

4/15/03  
DateX  
Signature

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GROUP 3600

AD4EVER INC.  
Typed or Printed Name

Siram

Title



BOX PATENT  
Attorney Docket No.: 25408

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Sivan TAFLA

Serial No. 09/825,439

Group Art Unit:

Filed: April 2, 2001

Examiner:

For: METHOD AND SYSTEM FOR PRESENTING AN ANIMATED  
ADVERTISEMENT ON A WEB PAGE

REVOCATION AND POWER OF ATTORNEY

Commissioner for Patents  
Washington, DC 20231

Sir:

The Assignee hereby revokes any previous Power of Attorney and appoints Gary M. Nath, Reg. No. 26,965; Harold L. Novick, Reg. No. 26,011; Todd L. Juneau, Reg. No. 40,669; Lee C. Heiman, Reg. No. 41,827; Jerald L. Meyer, Reg. No. 41,194; Joshua B. Goldberg, Reg. No. 44,126; Marvin C. Berkowitz, Reg. No. 47,421; Sheldon McGee, Reg. No. 50,454; and Tanya E. Harkins, Reg. No. 52,993; as my attorneys to prosecute this application and transact all business in the U.S. Patent and Trademark Office connected therewith.

Send Correspondence to: Gary M. Nath Customer No. 20529  
NATH & ASSOCIATES PLLC  
1030 15th Street, N.W.  
6th Floor  
Washington, D.C. 20005

Direct Telephone Calls to: Gary M. Nath at 202-775-8383

By: Ad4ever Inc.

Name:  
Title:

Date

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APR 24 2003  
GROUP 3600



Docket No. 25408

STATEMENT UNDER 37 CFR 3.73 (b)

Applicant/Patent Owner: Ad4ever Inc.  
Application No. 09/825,439 Filed: April 2, 2001  
Entitled: METHOD AND SYSTEM FOR PRESENTING AN ANIMATED ADVERTISEMENT ON  
A WEB PAGE

Ad4ever Inc., a corporation (Israel Company)  
(Name of Assignee) (Type of Assignee, e.g., corporation,  
partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of an undivided part interest

in the patent application identified above by virtue of either:

- A. ☒ An assignment from the inventor(s) of the patent application identified above. The assignment was recorded in the Patent and Trademark Office at Reel \_\_\_\_\_ Frame \_\_\_\_\_ or for which a copy thereof is attached;

OR

- B. ☐ A chain of title from the inventor(s), of the patent application identified above, to the current assignee as shown below:

1. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or a copy thereof is attached.

2. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet; or

C. ☐ Copies of assignments or other documents in the chain of title are attached.

The undersigned (whose title is supplied below) is empowered to sign this statement on behalf of the assignee.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Typed or Printed Name

\_\_\_\_\_  
Title

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BOX PATENT  
Attorney Docket No. 25408

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Group Art Unit: 2162

Sivan TAFLA

Examiner: unknown

Serial No. 09/825,439

Filed: April 2, 2001

For: **METHOD AND SYSTEM FOR PRESENTING AN ANIMATED ADVERTISEMENT ON  
A WEB PAGE**

TRANSMITTAL LETTER

Commissioner for Patents  
Washington, D.C. 20231

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GROUP 3600

Sir:

Submitted herewith for filing in the U.S. Patent and Trademark Office is the following:

- (1) Transmittal Letter;
- (2) Revocation and Power of Attorney;
- (3) Certificate under 37 C.F.R. §3.73 (b);

The Commissioner is hereby authorized to charge any deficiency or credit any excess to Deposit Account No. 14-0112.

Respectfully submitted,

**NATH & ASSOCIATES PLLC**

By:

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Registration No. 26,965  
Marvin C. Berkowitz  
Registration No. 47,421  
Customer No. 20529

Date: April 21, 2003  
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